



athlete**2**business

A2B Onboarding Checklist

Onboarding Checklist for Seasoned Sales Hires (tick as you go)

- ☐ Provide clear structure and instructions early – what to do, when, and how
- ☐ Offer direct, honest feedback – no sugar-coating
- ☐ Use role plays and live practice – athletes learn by doing
- ☐ Drip feed key sales skills over 3 months – avoid information overload
- ☐ Create early wins – warm leads, positive responses, momentum-building tasks
- ☐ Introduce the broader team – show how sales fits into the bigger picture
- ☐ Reinforce that failure is expected early – encourage reps and patience
- ☐ Encourage regular movement – reduce desk fatigue with walk breaks or team movement
- ☐ Help integrate athlete story into LinkedIn profile and sales messaging
- ☐ Connect daily sales activities to purpose – show why it matters
- ☐ Recognise and reward effort – don't wait for closed deals to celebrate progress
- ☐ Implement a visible scoreboard or performance tracker to engage their competitiveness

☎ Contact us: info@athlete2business.com

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💬 *"Hire athletes. Build high-performance teams."*